

MSIL: CSL: NSE&BSE: 2016

9th November 2016

Vice President

National Stock Exchange of India Limited

"Exchange Plaza", Bandra – Kurla Complex

Bandra (E)

Mumbai – 400 051

General Manager

Department of Corporate Services

Bombay Stock Exchange Limited

Phiroze Jeejeebhoy Towers

Dalal Street, Mumbai – 400 001

Sub: Press Release

Dear Sir,

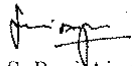
Please find enclosed herewith as Annexure – "A", a copy of press release being issued today.

Kindly take the same on record.

Thanking you,

Yours truly,

For **Maruti Suzuki India Limited**



S. Ravi Aiyar

Executive Director (Legal)

& Company Secretary

Encl.: As above

MARUTI SUZUKI INDIA LIMITED

CIN: L34103DL1981PLC011375

Registered & Head Office:

Maruti Suzuki India Limited,
1 Nelson Mandela Road, Vasant Kunj,
New Delhi 110070, India.

Tel: 011-46781000, Fax: 011-46150275/46150276
www.marutisuzuki.com

Gurgaon Plant:

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Old Palam Gurgaon Road,
Gurgaon 122015, Haryana, India.

Tel: 0124-2346721, Fax: 0124-2341304

Manesar Plant:

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Press Release

Maruti Suzuki MD Kenichi Ayukawa is awarded ‘Best CEO – Multinational Company’ at Forbes India Leadership Awards (FILA 2016)

New Delhi, November 9, 2016: Mr. Kenichi Ayukawa, MD & CEO, Maruti Suzuki India Limited, was awarded ‘Best CEO – Multinational Company’ at [Forbes India Leadership Awards \(FILA\) 2016](#) in Mumbai.

Mr. Ayukawa was selected for steering Maruti Suzuki towards the “next phase of sustainable growth” and driving “deep-rooted changes in the organization”.

The jury recognized his achievements as a CEO which included adaptability to change, vision for India, strategic approach, and innovative thinking.

The jury was chaired by Harsh Mariwala, Chairman, Marico Ltd. and included Sanjay Nayar, CEO, KKR India; Noshir Kaka, Managing Director, McKinsey India; Zia Mody, Managing Partner, AZB & Partners; Roopa Kudva, Managing Director, Omidyar Network and Manish Sabharwal, Chairman & Co-Founder, TeamLease Services.

Mr Ayukawa, who earlier served in the US, Japan and Pakistan, took over as MD & CEO of Maruti Suzuki in 2013. In recent years, the Company has launched highly successful models like Baleno, Brezza, Ciaz, Celerio and S Cross. It has also redefined the car buying experience and attracted new categories of customers through its new channel, NEXA,

Maruti Suzuki led the market in introducing the popular Auto Gear Shift technology in India, starting with Celerio in 2014 and in other popular models like Alto K-10, WagonR and DZire Diesel. The Company’s mild hybrid technology (SHVS), introduced in Ciaz and Ertiga, has boosted sales, besides benefitting the environment and supporting the Government’s FAME initiative.

The Company also enhanced passenger safety by offering dual airbags and ABS with EBD in most of its models, either as standard or as option in all variants. These and other initiatives have enabled the Company to grow its share to 47% (in FY 15-16) in the passenger vehicles market, up from 38% five years ago and consistently grow profits.

Maruti Suzuki has also scaled up its social initiatives, doubling its CSR spend last year. The Company follows an integrated approach to rural health and sanitation, building sewer systems, household toilets and waste management processes. It is working to improve retention and learning levels in schools, including improvement in infrastructure. Its efforts in skill

development and driver training efforts benefit several thousand youths through enhanced employability, besides making roads safe.